



(PRLEAP.COM) San Francisco, CA - Java Detour announced today that a new specialty coffee roastery, located in Emeryville, CA, is now fully operational and is already [supplying hand-roasted gourmet coffees](#) to Java Detour stores worldwide.

The roastery is equipped with two 1940s-era Probat drum roasters. These German-built roasters are the equipment of choice in the high-growth gourmet and specialty coffee market, and Java Detour's commitment to hand-roasting is part of a company-wide initiative to guarantee products of the highest quality.

Harry Kraatz, Java Detour's CEO and franchise guru said:

"We believe that whenever and wherever customers want coffee, we should be there to give them the best-quality coffee possible. The traditional Probat drum roasters we are now using - no computers, no timers, just expert hand-roasting - are a key component of the quality guarantee we make to customers and franchisees. We now have access to the best hand-roasting equipment possible, allowing our roasters to custom-roast every single batch to bring out the maximum in flavor and smoothness."

Java Detour's Espresso roast blends beans from Central and South America and Indonesia to provide a sweet, rich flavor without the darkness of many espressos. Java Detour also recently announced a major new round of expansion funding and the commitment to the historically

significant Emeryville roastery is part of a continuing growth plan that will run through the next several years and include both US and International franchisees.

About Java Detour Established in 1995, the Java Detour brand represents world-class gourmet coffee, served in friendly and convenient locations. After a successful refinancing and restructuring program, Java Detour is now intending to become one of the world's great coffee retail brands, with plans to develop several hundred outlets over the next few years. For more detail please visit, <http://javadetour.com/>.

About Excelsior JD Co. LLC Excelsior JD Co. LLC is the corporate owner of the Java Detour brand and franchise system. The company is owned by Robert A. Naify, a long-standing former member of the Forbes 400 Richest People In America list. The Naify family was for many years the majority owners of United Artists Communications, at one time, the largest chain of movie theaters in the world.